

IS THERE Anything Not Advertisable?

It's the typical point of view of a non-advertiser that his product or his merchandise "can't be advertised successfully," or "does

not need advertising"—in other words, that it isn't advertisable. Sometimes that is a correct statement of a given case. Sometimes it's an erroneous or an uninformed point of view.

Motor car axles and bearings weren't supposed to be advertisable—or to need advertising—until the leading manufacturer in that field proved the case. "What the consumer buys," objectors said, "is an automobile, not an axle. It's all right to advertise cars, or accessories that the consumer buys separately; but you can't advertise parts of cars, that lose their identity before they get to the readers of advertisements."

Hotel service wasn't supposed to be advertisable, either. You could tell people that your hotel was a fine one—but you couldn't advertise the service it gave, because all hotel service was pretty much alike, so far as it could be described in advertisements. Then a hotel man showed 'em.

You can think of plenty of instances; drinking water and iron pipe and hardwood lumber and shipping cartons and white lead and all sorts of things. It's a reasonable question whether there is anything, with an important class of exceptions to be noted, that isn't advertisable, whether trade customs surround it, whether it's an independent unit or a part of a vastly bigger whole. There are products suspected of not being advertisable because the right way hasn't been shown yet to advertise them; but they are growing fewer with every year; and many manufacturers and merchants who were the first advertisers in their field are thanking their stars that they were first.

Now the object of this advertisement isn't merely to call your attention to an interesting fact (or, if you prefer to so call it, hypothesis) about modern business. It is intended to be a suggestion—even, perhaps something of a challenge—to any man who considers his business not subject to advertising. It asks him to reconsider, with the help of men who know the results to be obtained from advertising as well as he knows his own business, whether he may be, through force of habit, ignoring an opportunity for larger growth, bigger sales, more profits.

Perhaps with You



has a reputation for producing business. (It's a fact that it carries more advertising than any other weekly newspaper, because of its great concentrated circulation and because of reader interest.) If so, we would like this advertisement to place us before you as a real solicitor of your account, whether it be large or small.

You Will be Surprised at the Results that Will Follow

CLASSIFIED ADS

Too Late To Classify

FOR SALE—Dining room table and chairs. Leather couch, brass bed and springs, one rug. Torrance Feed & Fuel Co. M-2-11

LOST—Gray single breasted coat. Return to Bartlett Sweet Shop, El Prado. 11-pd.

ARE YOU GOING TO BUILD?
Estimates cheerfully given.
JAMES P. STEELE
Building Contractor and Designer
Phone Gardena 692
15905 Western Avenue.

FOR SALE—Mammoth Bronze turkeys, excellent breeding stock, five hens, one gobbler; \$40 takes them. Mrs. D. Barnard, 216th and Date St., one block off Carson, Vista Highlands, Torrance. M-2-11-pd

TWO REAL BUYS
In guaranteed used cars. Ford touring, in fine mechanical condition, new top, good tires, \$165. Only \$66 down, balance easy monthly payments. Ford speedster, wire wheels, overhauled, new plant, almost new tires, \$145. Only \$58 cash will let you drive this.

DAY AND NIGHT GARAGE
Torrance
JACK HANSON, Mgr.
1606 Cabrillo St. Phone 127

FOR SALE—Baby chicks, half-grown Reds, laying hens and Plymouth Rock cockerels. M. H. Ladd, Normandie near Ocean, Torrance. M2-11-pd

HOW ABOUT THAT NEW BUNGALOW?
Estimates cheerfully given.
JAMES P. STEELE
Building Contractor and Designer
Phone Gardena 692
15905 Western Avenue.

Prosperity For 1923 Assured Says Expert

Returning Sunday from a meeting of the Northern Retail Hardware Dealers' convention held in San Francisco last week, Hurum Reeve, the Torrance hardware merchant, left Tuesday for Fullerton, where he is expected to take an active part in a similar convention of the dealers in this part of the state.

During the three-day entertainment of the northern delegates at the Palace hotel, Mr. Reeve had the pleasure of listening to an address on business conditions and the prospects for the coming year made by one of the great business experts and statisticians of the country, George Eberhard, who with Forbes George, Wheeler Human and others is considered the leader in prognosticating future business.

Mr. Eberhard stated that during the next 12 months the entire country and particularly the Pacific coast should enjoy the utmost prosperity, with scarcity of labor, higher wages and a correspondingly higher price for commodities. As the speaker has for many years seldom gone astray with his predictions, his views were received with applause by the assembled delegates. Mr. Reeve returned yesterday from the two-day session at Fullerton.

1923 Fiesta Now in Hands of Legion

(Continued From Page One)
The local chamber to the Fourth District Chamber for the years 1921-1922 in amount of \$10 and on motion the postmaster was reimbursed.

Mr. Gourdiere also stated that acting in conjunction with Director Hurwood he had advanced the sum of \$30 last year in sending former Secretary Pottenger to the annual secretaries' meeting at Palo Alto and that he felt he should be reimbursed. A suggestion made by one of the directors that while the Pottenger request for funds to make the trip had been turned down by the directors, Mr. Gourdiere should be repaid the loan by a contribution from each of the directors, which was done.

Secretary Gadeky reported that the budget had been materially increased by contributions from E. M. Huddleston and the Torrance Herald as well as by the application of several new members, among whom was Miss Fannie King.

Ott Home On Cota Is Robbed Sunday Night

A daring robbery that netted the housebreakers close to \$1000 in jewelry and articles of wearing apparel, was committed at the Ott home on Cota street near the Pacific Electric shops, Sunday evening.

The children of Mr. and Mrs. Ott were attending a meeting of the Epworth League and the parents were attending a performance at the Torrance theatre, when the robbers gained access to the house through the bathroom window.

When the Ott's returned they discovered the open window and a moment afterward their loss, that consisted chiefly of jewelry and expensive clothing. Both Mr. Ott and the local police believe the robbery the work of amateurs. Several suspects are under surveillance and one man is now in jail on suspicion of the robbery, having been picked up in San Pedro Tuesday.

"THE COMMUNITY BANK" STATE EXCHANGE BANK
COMMERCIAL AND SAVINGS

We are too busy to write an ad, and besides if we should take an hour off to think up anything worth reading, it would be something you had already thought of—So, will just say: if you want real BANKING SERVICE, come to the "Community Bank."

State Exchange Bank

"THE COMMUNITY BANK"

—WE PAY 4% ON SAVINGS ACCOUNTS—

TORRANCE CALIF.

EXHIBIT SPACE SOLD OUT AT EXPOSITION

Harbor Industrial Show In Long Beach To Be Big Affair

With every foot of floor space already taken and a score of manufacturers clamoring for display room, the Industrial Exposition that is to be held in the Municipal Auditorium in Long Beach from March 12 to 17, promises to be one of the most successful affairs of its kind ever given on the Pacific Coast.

Over 200 booths displaying the products manufactured in and around the Harbor District and representing an invested capital of \$25,000,000, have been engaged and within the next few days the elaborate exhibits, many of which have been created at an expense of thousands of dollars, will be installed.

Twice daily the Long Beach Municipal band, conceded to be the best organization of its kind in the west, will give concerts, while the Fashion Show in the merchants' booths and a grand revue afternoon and evenings on the big auditorium stage will alone be worth seeing. In this display of fashion the exhibitors will use living models and have selected for this purpose some of the most charming young women of the Southland.

The committee in charge of the daily program have spared neither time nor expense in bringing to the exhibit artists of national fame.

Main Event Fast Draw at Legion

(Continued from First Page)
The fourth when the battler slipped over a cute knockdown which won him the decision. This bout was one of the fastest, cleverest, slugging matches ever seen in this section since the days of Joe Gans—that famous old negro yet.

Joe Rooney of San Pedro faced Walter Dodge of Bakersfield, the pride of the oil fields. Rooney won by a technical K. O., when Dodge's seconds tossed the sponge into the arena. However, as long as the contest lasted the audience was treated to the heaviest artillery yet witnessed in the local arena.

In a siam bang affair Bob Kelly of Glendale won the decision over Eddie West of Los Angeles.

Number two was a draw. Willie Stanton and "Batling" Mike of San Pedro gave the crowd an exhibition of caution, slugging and science.

The eyeopener for the evening was short and sweet, when the K. O. was hung on Geo. Grice of San Pedro by Joe Richie of Los Angeles. This bout was a scream; fast and furious though it came to a sudden stop in the second round by the fatal count of ten.

Another thing we can't understand is why spring clothes are on the market before we get our winter overcoat paid for.

Forum Meeting Monday Night Mar. 5

REPORTED U. T. CO. OUTPUT TO BE DOUBLED

Six-Ton Electric Furnace One of Many New Features

Due to the ever increasing output of crude oil in California and other western and middle states, and the consequent demand on the Union Tool Company for their output of oil drilling machinery, the latter is on the eve of practically doubling their present output.

While details of the production increase are lacking several of the company's officials have admitted that nearly every department is being increased as to equipment that will necessitate an increase in the personnel of employees and a consequent increase in the big payroll that is even now considered one of the biggest assets of Torrance.

Among the few large installations of new equipment is a six-ton electric furnace that when installed will be one of the largest in use in this state and that will permit of the doubling in the furnace output.

Giant Oranges At Paige's Grocery

Twelve oranges weighing 15 pounds is very unusual even in Southern California, the home of "big things," and Mr. Paige is showing with pride a wagon load of this delicious fruit that comes to him direct from the Redlands groves, many of which will run as high as a pound and a quarter each.

While all the oranges he secured this week are not so large as the special display he is making of the "giant" variety, every orange he sells this week has been selected with care for its perfection as to skin and juicy interior. Mr. Paige made a personal trip to Redlands and through a personal friend who is one of the executives of a large Redlands fruit packing house, was enabled to secure for his customers the very choicest fruit from the noted groves.

CASTLE APARTMENTS NEWS

Isaac Burkhardt, owner of the Castle apartments, and a large property owner in Torrance, is critically ill at his home in Los Angeles.

Mr. and Mrs. Chas. Elman attended a dance Saturday evening at the Western Avenue Country Club.

Mrs. Nettie B. Robb of Kansas City, is visiting her sister and husband, Dr. and Mrs. R. A. Hoag. Mr. and Mrs. Hoag are planning to have a family reunion dinner Sunday. Their guests will be Mr. and Mrs. C. G. Conville and Mr. and Mrs. John H. Himes of Los Angeles, and Mrs. Nettie B. Robb of Kansas City.

Mr. and Mrs. Nuckles were visitors at the San Bernardino orange show over Saturday and Sunday.

Mr. and Mrs. Si Rappaport and daughter were week-end guests of the latter's parents in Los Angeles.

Mrs. E. W. Kidder has gone to Long Beach, as the guest of a friend for a week or ten days.

Mr. and Mrs. E. H. Allen and Mr. and Mrs. W. F. Thomas attended the Union Tool benefit dance at Redondo Beach Wednesday evening.

Forum Meeting Monday Night Mar. 5

YOU CAN BUY CHEAPER MERCHANDISE SO COULD WE!

(And Thereby Lose a Thousand Friends)

HOME OF STETSON HATS

And Caps a Bit Better Than the Average Store Cares to Carry

HIGH POWERED MERCHANDISE

"THAT WEARS"

For Men Who Are Cultured to the Difference "Duffyhasit", Redondo Beach